

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Ocean Protein LLC

Impact Washington

Impact Washington Client Ocean Protein Wins Community Relations Award

Client Profile:

Ocean Protein, a fishmeal production company located in Hoquiam, Washington, is a sister company of Ocean Gold Seafoods, one of the region's leading fish processors and a vanguard for technological and sustainable innovations. Ocean Protein, established in 2005, employs 55 people.

Situation:

Ocean Protein had received numerous nuisance odor fines from ORCAA (Olympic Region Clean Air Agency) because of complaints logged by neighbors about the odor from the fishmeal plant. The company contacted Impact Washington, formerly known as Washington Manufacturing Services (WMS), a NIST MEP network affiliate, for help.

Solution:

Impact Washington Project Manager Michael O'Bryon brought in Heidi Happonen of Happonen Communications, who created a community relations program for Ocean Protein. The program sought to share the company's advances with the local community and to help them understand that things were improving at Ocean Protein. Leaders at the fishmeal processing plant recognized that the odor controls systems it had originally put in place did not meet their expectations, so they invested nearly \$5 million in odor control technology. To better communicate the investments and commitment made by Ocean Protein to all of its neighbors in Grays Harbor County, Impact Washington helped the company develop a new web site, informative video, economic impact study, and a scholarship and media relations program to share the company's efforts and vision for the community. Once provided with the information through the community relations strategy, the community recognized the extensive efforts Ocean Protein had undergone. As a result of Impact Washington's assistance, Ocean Protein only logged one nuisance violation from ORCAA and was named the Hoquiam business of the year for 2008. The Puget Sound chapter of the Public Relations Society of America (PRSA) awarded the company, along with its communications firm, Happonen Communications, with a 2009 Totem Award recognizing the best in public relations for the region.

Results:

- * Reduced nuisance odor fines.
- * Awarded business of the year for 2008.
- * Improved public relations with local community.

Testimonial:

"The efforts we undertook in 2008 were to share that we not only wanted to make things right for our neighbors, but that we were doing everything in our power to put our money where our mouth was."

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Aaron Dierks, General Manager